

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :407-MADRID

008-TRANSPORT SYS,EQUIP,COMP,SERV.
SPAIN

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

CONTINUE TO COORDINATE MARKETING EFFORTS OF CANADIAN SUPPLIERS OF URBAN TRANSIT GOODS AND SERVICES WITH LOCAL PARTNERS.

SUBMISSION OF COMPETITIVE JOINT-VENTURE BIDS FOR URBAN TRANSIT REQUIREMENTS IN BARCELONA AND SEVILLE.

ORGANIZE VISIT BY EDC REP TO BARCELONA AND SEVILLE TRANSIT AUTHORITIES, STATE RAILWAY, COMMUTER AIRLINES AND IBERIA.

EDUCATE PROSPECTIVE CLIENTS AS TO FINANCING AVAILABLE FOR MAJOR PURCHASES FROM CANADA.

CALL ON MANAGEMENT OF NEW COMMUTER AIRLINES AS THEY ARE FORMED TO PROMOTE CDN AIRCRAFT AND CONSULTING SERVICES AND EXPLAIN EDC FINANCING.

GENERATION OF A NUMBER OF REQUESTS FOR PROPOSALS.

CALL ON IBERIA TO DISCUSS THEIR FLIGHT SIMULATOR REQUIREMENTS IN VIEW OF PLANNED PURCHASES OF NEW BOEING AND AIRBUS AIRCRAFT.

OPPORTUNITY FOR CAE TO BID TO IBERIA.

CALL ON RENFE TO DISCUSS IMPORT REQUIREMENTS IN CONNECTION WITH RAILWAY MODERNIZATION PROGRAM.

CDN SUPPLIERS WILL BE ADVISED OF ANY OPPORTUNITIES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PROMOTE SALE OF CDN AIRCRAFT TO NEW REGIONAL AIRLINE. - PROMOTE CDN URBAN TRANSPORT TO BARCELONA.

MKT INTELLIGENCE PROVIDED TO DE HAVILLAND. CONTACT MAINTAINED WITH BARCELONA CITY OFFICIALS .VISIT TO CDA ARRANGED FOR CATALAN TRANSPORT OFFICIALS TO MEET WITH UTDC.

QUARTER: 2 -----

QUARTER: 3 Promote Cdn urban transport to City of Barcelona.

Personal contact established with UTDC licensee, Barcelona Transport, City and Regional Govts by new Trade Commissioner in Barcelona.

QUARTER: 4 Promote Cdn urban transport to city of Barcelona. Assist De Havilland to market DASH 8.

City has called for proposals. UTDC/MACOSA will bid.

De Havilland's new Director of Marketing for Europe and Africa visited and was briefed on Spanish market.